

## modern musicians

STORAGE	COMMUNICATION	MONEY	ESSENTIAL IPAD MUSIC APPS
Dropbox	Music Teacher's Helper/Studio	MINT	ForScore
iCloud	Helper	QuickBooks	Piano Maestro
GoogleDocs	Moosic Studio	Bank Apps	Flash Note Derby
Evernote	My Music Staff	Square or PayPal	Tempo
✿ Say no to desktop storage!	remind.com	✿ Money management is the second most important skill you need as a professional musician	GoodEar
	ConstantContact		Super Metronome
	✿ Communication is the most important skill you need as a professional musician		Groovebox
			✿ Why do what a computer can do better than a human?



## additional reading

### HAPPINESS

[5 Things Happy People Do Every Day \(and You Can, Too\)](#) ▪ PSYCHOLOGY TODAY

[What is Happiness, Anyway?](#) ▪ HAPPIFY DAILY

[What is Happiness?](#) ▪ DAISAKU IKEDA

[What is Happiness?](#) ▪ GREATER GOOD, UC BERKELEY

### FINANCE

[MINT](#) ▪ PERSONAL

[QuickBooks](#) ▪ BUSINESS

[Dave Ramsey](#) ▪ PERSONAL AND BUSINESS

[Got \(enough\) Money?](#) ▪ COMPOSECREATE.COM

[5 Steps to a Successful Piano Teaching Business](#) ▪ COMPOSECREATE.COM

[The Savvy Musician: Building a Career, Earning a Living & Making a Difference](#) ▪ DAVID CUTLER

### YEARLY TUITION PLAN

[Tuition Information](#) ▪ CENTRE FOR MUSICAL MINDS

[No More Charging Lessons "By the Week!"](#) ▪ COMPOSECREATE.COM

[Where does my tuition go?](#) ▪ COMPOSECREATE.COM

[Say YES to 12 months of Income as a Piano Teachers](#) ▪ COMPOSECREATE.COM



## additional reading

### ORGANIZATION

[Evernote](#)

[Getting Things Done: The Art of Stress-Free Productivity](#) ▪ DAVID ALLEN

[SignUpGenius.com](#)

### INNER CALM

[Inner Peace](#) ▪ HUFFINGTON POST

[Creating an Inner Peace That Endures](#) ▪ TINY BHUDDA

Your own church and its resources

### NEW MUSIC FOR PIANO

[Piano Pronto](#) ▪ PIANO LESSON BOOKS FOR ALL AGES AND LEVELS

[Piano Accents](#) ▪ PUBLISHES THE FINEST MUSIC OF CULTURES AROUND THE WORLD

[MusicNotes.com](#) ▪ DOWNLOAD SHEET MUSIC



## brand development questions

- 1 What 3 words would a long-time customer use to describe your lessons?
  - Are these words what you wanted to hear?
- 2 Would you follow your own Facebook studio or Twitter page?
- 3 When was the last time you had an outstanding consumer experience?
  - Does your company/studio offer those same type of “wow” experiences?
- 4 Do you spend time furthering your professionalism by reading and attending development classes?
- 5 Can you explain in less than 1 minute, your vision for your brand?
- 6 Can you explain in less than 15 seconds what your brand does to benefit your community?
- 7 What is the most important sentence you can leave with your clients?



## branding worksheet

- 1 If you had to list your 3 greatest strengths, what would they be?
  - 1.
  - 2.
  - 3.
- 2 Is your personal brand a collection of your strengths?
- 3 If you surveyed your “favorite 5” students and families, would they say your strengths are those listed above? If not, what do you think they would say?
- 4 How are you communicating your strengths to your clients/families?
- 5 How could you improve that communication? (List 3 ways)
  - 1.
  - 2.
  - 3.
- 6 Is your website image reflective of what you want to be known for?
- 7 What does your studio space say about you? Is it an extension of your branding, or something completely different?



## pop showcase checklist

- Professional Musicians; book 4 months out (bass, drummer and guitar)
- Space with a nice piano; book 9 months out if possible
- Choose age and level appropriate music that sounds good with a rhythm
- Work on form with your students, to create their own chord charts (practical theory!)
- Create practice tracks using Garage Band, keyboard rhythms or rhythm app; 3-4 weeks prior to performance, if not before
- Work on **feeling** the beat, rather than counting it (syncopations!) Great ear-training opportunity...students need to practice counting off in time
- Average cost with hall rental, musicians, etc...should be approximately \$15-20 per student = **well worth it!**
- Send reminder and confirmation of start and end times to venue and all musicians 4 to 6 weeks in advance of the day of show

## roadmap to paradise

- 1 Self-awareness
- 2 Strong Individual Brand
- 3 Sound logistical policies such as:
  - A. ATTENDANCE POLICY
  - B. MAKEUP LESSON POLICY
  - C. TUITION POLICY
  - D. STUDENT, PARENT AND TEACHER EXPECTATIONS (VERBAL AND WRITTEN)
- 4 Semesters *vs.* Months
- 5 Automated Invoices that have “declining balances”
- 6 Bookkeeping hours marked in calendar *or* hire accountant
- 7 Pop/Fresh new sounds as core, not as “dessert”
- 8 Planned vacation from teaching
- 9 Set up “Office Hours” instead of being on call all the time
- 10 A system for evaluation of all of the above

